



Washington State Association of Broadcasters
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WSAB PUBLIC EDUCATION PARTNERSHIP (PEP) PROGRAM

AGREEMENT

Summary

The Washington State Association of Broadcasters proposes to join with the State of Washington, Office of the Secretary of State in a Public Education Partnership (PEP) Program for the period of October 1 through November 4, 2014. WSAB will provide a minimum of \$80,000 of broadcast commercial airtime to the Office of the Secretary of State for the broadcast of announcements promoting the **Be An Informed Voter Campaign** utilizing radio. Stations broadcasting the announcements would be located throughout the State of Washington. The Office of the Secretary of State would make a payment to WSAB of \$40,000. The Office of the Secretary of State will provide pre-produced :30 announcement(s) for radio broadcast plus a written transcription of each message produced (including any foreign language spots).

Program Detail

Total Amount of Airtime. WSAB will provide a minimum of \$80,000 worth of broadcast commercial airtime from the Public Education Partnership (PEP) Program Time Bank in the form of thirty-second (:30) spots.

Radio. Radio stations will be requested to evenly rotate all spots provided by PEP Partner between the hours of 6 a.m. and 7 p.m., throughout the week.

Airtime Value/Payment Ratio. The Office of the Secretary of State will receive a minimum of **\$80,000** of commercial airtime in return for a **\$40,000** payment to WSAB.

Broadcast Dates. The announcements will be broadcast between **October 1, 2014 and November 3, 2014.**

Partner Investment. The **Office of the Secretary of State** will make a funding payment of no more than **\$40,000** to the **Washington State Association of Broadcasters** (even though the actual dollar value of the airtime may exceed \$40,000 or a ratio in excess of 2 to 1 may be achieved.) The **Office of the Secretary of State** will provide **WSAB** a contract number to be listed on billing invoice.

Administration and Expenses. WSAB will create monthly Traffic Instructions for each participating station, and will coordinate and conduct the transmittal of all information and pre-recorded announcements to the stations. Any out of pocket expenses for photocopying and mailing, as well as WSAB administrative staff time, will be paid by WSAB.

Production of Announcements. The **Office of the Secretary of State** will be responsible for providing a master copy of broadcast quality, pre-produced, thirty-second, announcement(s) to WSAB. **MP3 for Radio is the preferred master copy format requested from the PEP Partner.** WSAB will distribute the spots to participating stations. **Deadline for production of all spots must be received by WSAB no later than Friday, September 12, 2014.**

Documentation. WSAB will collect invoices/affidavits of proof of performance from all participating stations and submit them as documentation to the PEP Partner. This information will be submitted to the PEP Partner as soon as possible after the end of each contractual month's information is compiled. The PEP Partner will make its payment to WSAB at the conclusion of the scheduled broadcast.

DATE: _____

DATE: _____

WASHINGTON STATE ASSOCIATION
OF BROADCASTERS:

PEP PARTNER:
OFFICE OF THE SECRETARY OF STATE

Mark Allen
President/CEO

Mark Neary
Deputy Secretary of State